

The Follow-up

181. The follow-up process may require the preparation of a considerable number of individual reports for firms that participated in the exhibit. The promptness and clarity of such reports will be a factor in persuading the company to pursue the leads. It requires continuing interest on the part of the Trade Commissioner to ensure that leads do not die for want of attention. Commodity Officers will be glad to add pressure where necessary.

POST FAIR EXHIBIT

182. It is possible that the exhibit, or part of it, would lend itself to display in the window of a local department store. After obtaining clearance from the Exhibition Commission, the Trade Commissioner might invite a senior store executive to inspect the exhibit and offer to lend it to him (all or in part) for a period of a week or so after the close of the fair. If such a display means that there would be additional expenses in the return freight charges, (because of a split shipment) then the companies whose products are displayed must first agree to bear the additional expense. Permission should first be obtained from the local customs authorities to change the conditions under which the exhibit and its contents were originally imported.

OFFICIAL REPORTING

PARTICIPATION REPORT

183. A post-fair responsibility, second only to the processing of enquiries, is the preparation of a comprehensive participation report. The information provided by it serves two purposes: to give a complete picture of the impact and results of participation, and to provide guidance in planning future exhibits. New lessons can be learned from each participation and it is important that they be made known to head office. The Trade Commissioner should have no hesitation in reporting clearly why participation was not a success.
184. A pro forma participation report (see Annex "H") is sent to the post 3 weeks before the fair is due to begin. Section 1, "Organization of Exhibit", is completed by the Trade Fairs Abroad Division in Ottawa prior to mailing; this saves the Trade Commissioner the trouble of providing information which is already available in Ottawa and gives him a chance to see what head office expects to happen at the fair. It is naturally subject to amendment in the light of actual events. The Trade Commissioner's special attention is directed to "Suitability of Product Content" in Section 4. Much of the information in the whole of Section 4 might be of interest and value to Trade Commissioners at neighboring posts. When the participation report is complete, the Trade Commissioner should have several copies of Section 4 typed to send to